IVY NETWORK

Estimated Budget: 1 July 1961 - 30 June 1962

Advertising Income			$58,000
Less agency commission (15%)			- 8,700
Net Advertising Income			49,300
Station Time (60% of gross)			- 34,800
Gross Profit			$14,500
Selling Expenses:			
Sales Commissions		$4,930	
Selling and Travel Expense:			
38 weeks @ $30 av.	1,140		
Summer, misc. trips	400		
Brochures	300		
Renewals	60		
	$1,900	$1,900	
Promotion:			
Summer (lunches etc.)	250		
Promotional flyers and Xmas cards	125		
Football tickets	200		
President's travel	200		
Misc. (ad for secy. etc.)	75		
Yearbook	60		
Photostats	50		
	$ 960	$ 960	
		$7,790	-$7,790
			$6,710
General and Administrative Expenses:			
Stenographic Service		$1,390	
Office Expense & Rent:			
Summer rent, 3 mo. @ $85	255		
School rent, 9 mo. @ $5	45		
Hotel tax	60		
Thermo-fax paper	180		
Stationery (incl. contracts, president's paper, etc.)	150		
Misc. supplies	75		
Stamps, 50 weeks @ $3	150		
	$ 915	$ 915	
Telephone, 12 mo. @ $80	$ 960		
Answering Service	120		
	$1080	$1,080	
Depreciation		75	
Accounting		400	
Legal		200	
Payroll Taxes		200	
Convention		250	
Subscription		240	
Insurance		50	
Misc.		100	
		$4,305	-$4,800
Net Income			$1,910
Retained Earnings - June 30, 1961			421
Retained Earnings - June 30, 1962			$2,331

TYPE B
TYPE B
TYPE B

IVY NETWORK

Contractual Income

1961 - 1962

Budweiser -	$ 4,200
U.S. Steel -	8,800
R.J. Reynolds -	5,200
Rheingold -	2,000
N.Y. Telephone -	500
Utica Club -	700
Schlitz -	6,500
BOAC -	3,000
Saturday Evening Post -	6,500
Beneficial Finance -	600
	$38,000

IVY NETWORK

Contractual Budget: 1 July 1961 - 30 June 1962

Advertising Income			$38,000
Less agency commission (15%)			- 5,700
Net advertising imcome			$32,300
Station Time (60% of gross)			- 22,800
Gross Profit			$ 9,500
Selling Expenses:			
Sales Commissions		$3,230	
Selling and Travel Expense:			
38 weeks @ $30 av.	$1,140		
Summer (misc. trips)	400		
Brochures	300		
Renewals	60		
	$1,900	$1,900	
Promotion:			
Summer (lunches, etc.)	250		
Promotional flyers and Xmas cards	125		
Football tickets	200		
President's travel	200		
Misc. (ad for secy,metc.)	75		
Yearbook	60		
Photostats	50		
	$ 960	$ 960	
		$6,090	- 6,090
			$3,410
General Administrative Expenses:			
Stenographic Service		$1,390	
Office Expense & Rent:			
Summer rent, 3 mo. @ $85	255		
School rent, 9 mo. @ $5	45		
Hotel tax	60		
Thermo-fax paper	180		
Stationery (incl. contracts, president's paper, etc.)	150		
Misc. supplies	75		
Stamps, 50 weeks @ $3	150		
	$ 915	$ 915	
Telephone, 12 mo. @ $80	$ 960		
Answering Service	120		
	$1,080	$1,080	
Depreciation		75	
Accounting		400	
Legal		200	
Payroll Taxes		200	
Convention		250	
Subscription		240	
Insurance		50	
Misc.		100	
		$4,800	- 4,800
Net Income			-$ 1,390
Retained Earnings - 30 June 1961			421
Retained Earnings - 30 June 1962			-$ 969